

KERRY DE GALE

Capabilities

Graphic Design

Producing pamphlets, brochures, posters, manuals, books, annual reports, business cards, letterheads (conceptualising, developing and implementing of designs using appropriate software packages including Adobe Photoshop, InDesign and Illustrator and Microsoft PowerPoint)

Developing or sourcing appropriate images to illustrate the text (overseeing professional photographer, overseeing graphic artist, sourcing images from a range of image libraries).

Publications and Media Co-ordination

- Producing monthly newsletters (planning, commissioning articles, writing, editing, layout and printing, co-ordinating advertising and design of adverts, marketing, printing management, subscription management, distribution)
- Producing occasional publications (production management, formatting and design, printing management, marketing, co-ordinating sales and advertising)
- Producing annual report (planning, researching, writing, editing, layout and printing)
- Producing publicity and campaign media (production management, liaison with graphic designers, printing management, writing and editing)
- Producing training manuals (researching writing and design of facilitation notes and participant activities in the context of South African Local Government).

Internet Skills

- Designing web-sites
- Maintaining and updating content in sites using a CMS such as Drupal or WordPress
- Internet communication and research
- Creating and monitoring electronic mailers and distribution lists

Writing and Editing

- Writing and editing feature articles, news stories, press statements, reports, publicity and campaign media, and speeches.

Project Management

- Managing multiple simultaneous projects from the planning stages through to the final evaluation stage
- Inputting into budgets, overseeing and monitoring accounts
- Managing time and meeting deadlines
- Managing project and administrative staff and volunteers
- Compiling Funding reports

Personal characteristics

- Commitment to development
- Excellent written and verbal communication skills
- Excellent interpersonal skills
- Ability to work as part of a teamwork
- Attention to detail
- Ability to work under pressure to meet deadlines
- Ability to focus and manage tasks simultaneously
- Learning by doing approach to personal development
- Knowledge of the development sector

Education

Bachelor of Journalism, Rhodes University, 1996. Majors: Journalism and Media Studies IV (2A); Politics (2) Other Courses: English, History, German.

One Year Public Relations and Secretarial Diploma, Lesley Carnelley Business College, 1992. Office Administration, Typing, Shorthand, Bookkeeping, Public Relations (Student of the Year 1992).

Matriculation certificate, Northcliff High School, Johannesburg, 1991. English (HG), Afrikaans (HG), German (HG), History (HG), Mathematics (HG), Biology (HG) (C average, University exemption).

Work Record

June 2013 – Present Freelance designer/writer

Projects include:

- Conceptualisation, layout and design
- Website content development
- Website maintenance
- Compilation and distribution of electronic mailers

September 2000 – June 2013 Director: ITL Communications and Design cc

Into the Limelight - a young dynamic communication and design house - was established in 2000 to enhance the profile of organisations by producing high quality communications media. ITL provides NGOs, development consultants and corporate social responsibility practitioners with an integrated creative design and content solution.

Responsibilities include:

- Management, administration, marketing and strategic direction
- Overall project management
- Conceptualisation, layout and design
- Managing the production process including artwork, reproduction, editing, proofing and printing
- Copy writing and editing
- Production of marketing and publicity packages
- Compilation of direct marketing mailshots and mailing lists
- Implementation of electronic information retrieval systems

October 1997 – July 1999 Communications Co-ordinator: South African National NGO Coalition

Sangoco is a rapidly growing umbrella body of some 4000 South African non-governmental organisations. In addition to its work around the promotion of a pro-poor social, economic and development policy, the Coalition represents the NGO sector at an institutional level to promote a environment for NGOs and to strengthen and consolidate the sector.

Responsibilities included:

- Supervising unit staff and volunteers
- Planning and editing *NGO Matters*
- Compiling e-Prodder mail, a weekly e-mail distribution list
- Maintaining Sangoco's website
- Managing Sangoco's occasional publications
- Media liaison
- Writing articles and drafting press releases
- Co-ordinating the editorial advisory group for *Reconstruct* (a weekly development supplement) to the *Sunday Independent* (a mainstream Sunday newspaper)
- Fundraising and administration of the *Reconstruct* Trust
- Hardware and software support and trouble-shooting
- Network administration

- Liaison with contracted systems administrators
- Developing information systems and software tools to facilitate Sangoco's work

Major achievements:

- Updated the Sangoco website and added various new components, such as an archive of Sangoco press releases and an abridged on-line version of *NGO Matters*
- Co-ordinated the production of an occasional publication entitled *Tax Reform and the NGO sector*
- Designed and implemented electronic information retrieval systems including a series of templates, distributions lists and style sheets
- Developed a comprehensive media contacts database
- Drafted and disseminated numerous press releases, many of which culminated in interviews or stories in various media